TIME: 8:29
DATE: TUESDAY
SPONSOR: TWIN CLEANERS
SOLICITOR: RN

MOST PEOPLE ACCEPT ADVERTISING AS A NECESSARY EVIL THAT CAN'T BE ESCAPED. BUT THEY BALK, AS ANY INTELLIGENT PERSON MUST, AT THE EXAGERRATED CLAIMS MADE BY MANY OF THE ADVERTISORS. TWIN CLEANERS REALIZES THIS FACT, AND MAKES NO IMPOSSIBLE PROMISES. BUT THEN, THEY DON'T HAVE TO. THE FINE CLEANING OF TWIN CLEANERS IS OF SUCH A HIGH QUALITY THAT EXAGERRATED CLAIMS ARE UNNECESSARY. INSTEAD OF CLAIMING TO TRANSFORM YOUR OLD BERMUDA SHORTS INTO DIOR CREATIONS, TWIN ACTUALLY GIVES YOU QUALITY CLEANING AT REASONABLE PRICES. AND THE ADDITIONAL SERVICES, SUCH AS DAILY PICK-UP AND DELIVERY SERVICE, THAT TWIN HAS INITIATED FOR YOUR CONVENIENCE SPEAK LOUDER THAN WORDS FOR THE ADVANTAGES OF PATRONIZING TWIN CLEANERS. THROUGHOUT THEIR 36 YEAR HISTORY, TWIN CLEANERS HAS PROVED THAT QUALITY CLEANING SPEAKS LOUDER THAN FALSE CLAIMS. JOIN THE RANKS OF SMITH GIRLS WHO HAVE HELPED THEM PROVE IT, AND ENSURE YOUR CLOTHES THE BEST CARE POSSIBLE.

YOU ARE TUNED TO 600, WHMP, THE VOICE OF SMITH COLLEGE, NORTHAMPTON
THE CORRECT TIME IS NOW 8:30

ANNOUNCER'S SIGNITURE _____